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ABSTRACT

Two surveys were directed to Florida employers that employed former vocational education students in 1988. The surveys obtained information describing employer opinions regarding general and specific vocational preparation of workers for employment. The 1989-90 employer general opinion survey examined hiring needs, general preparation, and specific preparation; responses were received from 33% of 2,034 firms surveyed. A second survey was limited to employers who hired former registered and licensed practical nursing students; 337 usable responses were obtained from 489 firms. Florida employers were generally satisfied with vocationally specific preparation and were slightly dissatisfied with the general educational preparation of workers, specifically reading, writing, and mathematics skills. Health services employers were satisfied with registered and practical nurses in terms of the competencies imparted by their training and were generally more satisfied with the preparation of registered nurses. The highest levels of satisfaction of health services employers were reflected in the ability of nurses to work with fellow employees and provide personal care to patients. A comparison of the surveys with previous ones showed the following: the general survey satisfaction levels remained consistent; registered nurse responses were consistently at higher levels of satisfaction for all skill areas; and employers representing each industry type were satisfied with all areas of occupational preparation. (The survey instrument and charts showing overall satisfaction levels are appended.) (YLB)

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# FLORIDA EMPLOYER OPINION SURVEY

# ANNUAL REPORT

# FLORIDA EDUCATION AND TRAINING PLACEMENT INFORMATION PROGRAM

## TALLAHASSEE, FLORIDA

## JULY 1990

CE 063 755

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# FLORIDA EMPLOYER OPINION SURVEY

## ANNUAL REPORT

FLORIDA EDUCATION AND TRAINING
PLACEMENT INFORMATION PROGRAM

TALLAHASSEE, FLORIDA

JULY 1990

# FLORIDA EMPLOYER OPINION SURVEY

## JULY 1990

"The work ethic is down. Children must be instilled with ideals and goals - a purpose in life. Present youthful workers demonstrate an inability to do the three R's."

..A Florida Employer

## EXECUTIVE SUMMARY

This report summarizes the results of two surveys directed to Florida employers known to have employed former vocational education students in 1988. The surveys were designed to obtain information describing the opinions of these employers regarding certain aspects of the general and specific vocational preparation of workers for employment.

The surveys are a part of a cooperative program that has evolved through the interaction of The Florida Education and Training Placement Information Program, The Council on Vocational Education, The Postsecondary Education Planning Commission, the Education and Industry Coalition of the Florida Chamber of Commerce, the Statewide Health Council, the Division of Community Colleges and the Division of Vocational, Adult and Community Education.

Findings that are presented in this report include the following major points:

*Florida employers indicated that they were generally satisfied with vocationally-specific preparation of workers including entry-level and technical skill preparation.*

* *Florida employers indicated that they were slightly dissatisfied with the general educational preparation of workers, specifically reading, writing, and math skills.*

* *Florida employers in the Health Services Industry were satisfied with registered and practical nurses in terms of the competencies imparted by their training.*

* *Health Services employers were generally more satisfied with the preparation of registered nurses than with licensed practical nurses.*

* *The highest levels of satisfaction of health services employers were reflected in the ability of nurses to work with fellow employees and provide personal care to patients. They were also satisfied with employability skills and many of the technical competencies.*

The report's findings are consonant with findings from other surveys including one conducted by the Florida Chamber of Commerce in 1987[1] and the Florida School Boards Association in 1989[2]. When results are compared to a corresponding survey by the Florida Education and Training Placement Information Program in 1989[3], the general findings are similar.

The degree to which an employer's needs for employees are met may be seen as the coming together of three participating "units" at particular points in time. The three "units" are employers, employee/students, and the educators. In an ideal situation, the education and skill needs of employers are met by the education and skill levels of prospective employees which, in part, were provided by educators prior to that point. When the needs of employers are met, theoretically, the economic and personal needs of employees are met. The education system in the ideal situation acts as an intermediary in meeting both sets of needs.

The Florida Department of Education, in part through the opinion surveys described herein, has attempted to better understand the needs of employers with respect to the general preparation and skills of their employees. The intent is that feedback from employers will be used to improve the instruction that is provided to students by the education system.

The surveys indicate that employers are generally satisfied with the occupationally-specific preparation of employees. Further, it appears from responses by health employers that the more specific the preparation provided to employees, the higher the level of satisfaction.

There is also a sense from the surveys, both in solicited and unsolicited responses, that employers feel their employees are not completely prepared for participation in the work force...that they are not as satisfied as they would like to be. It is clear that employers' needs regarding the general and vocational education preparation of their employees differ in accord with the size of the establishment, yet all depend on the public educational system for the basic entry-level preparation of their employees.

The survey process described in this report must be reviewed. The objective of the review should be to focus (or refocus) the effort on mechanisms that would better gauge the exact meaning of "entry-level preparation" so that responses can be used to adjust curriculum in general education settings. This may require that the current focus of the "opinion survey" effort on employers be broadened to include students as prospective employees and educators as intermediaries that help bring employers and students together.

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[1] Florida Chamber of Commerce, Strengthening the Linkages: Education and Economic Development, Tallahassee, November, 1987.

[2] Florida School Board Association, Employer Survey, Tallahassee, 1989-90.

[3] Florida Education and Training Placement Information Program, Florida Employer Opinion Survey Project, Final Report, June, 1989.

It is clear that Florida's work place and its work force are changing rapidly, mirroring changes in the rest of the country. It is important that the needs, expectations and responsibilities of the three units--employers, employee/students, and educators--be redefined as these changes occur.

"I feel part of the problem is the incredible lack of preparation from the grade and high school levels -- kids are pushed through school with very limited learning skills and social and real world knowledge."

...a Florida Employer

FLORIDA EMPLOYER OPINION SURVEY
ANNUAL REPORT

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## SECTION I

## EMPLOYER SATISFACTION REPORT

## FY 1989-90

### INTRODUCTION

This report summarizes the results of two surveys of Florida employers known to have hired former vocational participants during the period July - September 1988. Both surveys were conducted to obtain information describing the opinions of employers regarding certain aspects of the general and vocational education preparation of workers for employment.

The surveys were handled as an adjunct to the general efforts of the Florida Education and Training Placement Information Program. The Program, abbreviated as FETPIP, identifies the employers of former students through the Unemployment Insurance Wage Reports managed by the Florida Department of Labor and Employment Security. About 40,000 employers are identified annually as having hired former students and others being followed-up on by FETPIP. This group represents a little less than 10 percent of the total firms established in Florida. The distribution of firms in terms of the number of total workers they employ is such that nearly all firms employing more than 500 people in the state are represented in this group. Slightly less than 10 percent of the smaller firms are represented, however. The distribution of firms in this group in terms of the nature of their business[4] is generally consistent with that of all establishments doing business in Florida.

For the purposes of identifying a sample for the opinion survey effort, the number of firms found to employ former students in the FETPIP process were identified as the survey universe.

It is important to note that the surveys were not designed to elicit information on specific individuals even though employers are identified through specific individuals in their employ. Rather, the surveys were designed to collect data that described employers' opinions regarding the general educational skills, specific vocational skills and competencies that their newly hired employees brought to the job regardless of where those employees were trained.

The survey process that was followed during 1989-1990, which is described in this report, evolved from a pilot effort that was conducted in 1988-89. That earlier effort laid groundwork through several recommendations that were suggested in the report that described the effort and its findings.[5]

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[4] The "nature of the firm's business" is determined through the use of the Standard Industrial Classification system of the U.S. Department of Commerce.

[5] Florida Education and Training Placement Information Program, Florida Employer Opinion Survey Project, Final Report, June, 1989.

Two recommendations were of primary interest:

1. *Continue a broad general survey of Florida employers to gauge their overall opinions regarding job preparation, especially vocational preparation; and,*

2. *Institute a specific employer opinion survey directed to employers known to have hired students employed in occupations related to their training for specific feedback to educational program specialists.*

Following this Section, the report describes the general survey in Section II. The description includes general background information as well as an analysis of findings. Section III describes a survey that focused on employers who hired graduates of registered and licensed practical nursing programs in those occupations. The narrative is structured as in the first section. Section IV compares selected results of the two surveys. It includes information that compares this year's results to those of last year. The report relies heavily on the use of charts in making its main points. Appendices are included which contain facsimiles of the survey materials.

*"Although I have not yet reached the state of health to require constant supervision, I have experienced at least two bad falls when getting up at night. I am receiving treatment and improving but do not want to spend nights alone any more. I could hardly get to the telephone to call a neighbor when I lived alone. The vocational school sent me a student first as a companion while she was attending the education and training program to improve herself. She is the type of person we older people call a "born nurse," a naturally empathetic woman one feels is capable of dealing with all your personal as well as health problems. Although she always reminds me of the limitations of her status in nursing, she is the nearest to my idea of Florence Nightingale I ever hope to meet."*

... One Florida employer's opinion regarding a worker's preparedness

## SECTION II

## GENERAL SURVEY

"The last student I hired only worked one week and was not worth what I paid him. So I lost all the way around."
...A Florida Employer

### A. PROCESS

#### 1. Background

The 1989-90 employer general opinion survey was fashioned after the pilot opinion survey conducted by the Florida Education and Training Placement Information Program during 1988-89. The purpose of this endeavor was to carry on a continuing effort that gauges certain perceptions that employers have regarding the educational and training preparation of their employees.

Certain canons guided the design strategies of the survey:

a. The survey approach should maximize the use of existing Placement Information Program data and approaches without encroaching on ongoing data collection processes.

b. The survey should be founded in traditional survey techniques using a mailout survey instrument with follow-up by mail, telephone, and personal visits as necessary.

c. For purposes of choosing employers to survey, the "universe" should be defined as those identified by the Placement Information Program as having hired students who participated in a vocational program during a given school year.

d. Employers should be asked questions that reflect their perceptions of employee preparation in terms of their general readiness for entry-level employment as well as basic educational, employability, and specific occupational skills. Other employment preparation questions could be included as needed.

e. Employers should be queried without identifying the particular individuals who were found in their employ through the FETPIP matching process.

f. The content of the survey should be determined cooperatively through input from organizations with potential interest in results.[6]

Point letter **c** above is one consideration that made the approach described herein very different from that of other states as well as what had previously been done in Florida. In the past, local institutions or organizations queried employers regarding the performance of specific former students. The employers were identified through student surveys and were contacted with the student's permission.

The Placement Information Program identifies employers by using computers to match a former student's name and social security number with employer payroll information provided to the Florida Department of Labor and Employment Security.[7] Because contacting employers in a manner that identifies a specific employee through this method could affect that employee's status, the Placement Information Program is obligated to protect the student's identity.[8]

While the survey is clearly identified as relating to former Florida vocational students, the results may reflect employer opinions of their employees regardless of where or how they were trained. The results, however, should be seen as identifying areas of worker preparation that are perceived as strong and/or weak by employers.

## 2. Sampling

The "universe" of employers for this survey was defined as those employers who hired postsecondary vocational program completers during the period July 1 through September 30, 1988. The Placement Information Program's 1988 sample employer file contained records for 22,571 public and private firms that had hired former students from a variety of training programs and situations. Of this number, 8,797 firms hired postsecondary completers. These were the firms chosen as being familiar with the job preparation characteristics of completers of vocational education.

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[6] The 1989-90 surveys described in this report, for example, were developed in consultation with the Division of Vocational, Adult and Community Education, the Division of Community Colleges, the Postsecondary Education Planning Commission, the Florida Chamber of Commerce, the Council on Vocational Education, and the Statewide Health Council.

[7] The Florida Department of Labor and Employment Security manages the state's unemployment insurance program. One feature of that management is the quarterly receipt of payroll information from firms doing business in Florida. Payroll data are used in calculating a firm's unemployment insurance tax liability.

[8] The federal "Computer Matching and Privacy Act of 1988", Public Law 100-503, outlines conditions under which data can be collected by computer matching of government records. The Federal Register of June 19, 1989, page 25318 provides guidance with respect to interpreting provisions of that law. Basically, computer matching of the type conducted by FETPIP is recognized as a legitimate method of collecting data as long as the identity of specific individuals is protected. There are similar provisions in Florida Statutes regarding the use of unemployment insurance wage report data (Section 443.171(5)(b)7).

It was determined that a 10 percent sample of the universe would be both representative and economically obtainable. Based on the 1988-89 effort, a 50 percent response rate was anticipated.

The "universe" of 8,797 firms was placed in a computer file organized by location, size, and industry type.[9] One of every four records was then chosen as a part of the sample. As a result, 2,157 firms were identified as comprising the sample of firms for the survey. Table I compares the size characteristics of the actual "universe" of Florida employers (for July-September 1988), to the 8,797 in the Placement Information Program "universe," and to the 2,157 in the general opinion survey sample.

Because plans included a special survey of firms that had hired registered and licensed practical nurses, it was important to prevent contacting the same establishment twice for similar information. When the sample was drawn for the nursing survey, 123 health services businesses were found to be in both samples. These were not included in the general opinion survey. Thus the sample size was reduced to 2,034.

Table I

Comparison of the Employer Universe to the Opinion Survey Sample By Size of Establishment

| Size Class By # Employees | All Florida Firms July-Sept 1988 | FETPIP Firms July-Sept 1988 | Survey Sample |
|---|---|---|---|
| *Large >500* | *1,029/<1%* | *771/9%* | *162/8%* |
| *Medium 10-499* | *71,577/23%* | *5,384/61%* | *1,253/62%* |
| *Small <10* | *241,086/76%* | *2,666/30%* | *619/30%* |
| *ALL* | *313,692/100%* | *8,797/100%* | *2,034/100%* |

Table I shows that the Postsecondary Vocational Education completers from the 1987-88 school year that were in the FETPIP follow-up process were more likely to be hired by mid and large sized establishments than is reflected in the general distribution of firms. This occurred because of distribution of openings at any given point would be weighted toward firms with more positions. The distribution of firms by size in the sample mirrors the distribution of Placement Information Program firms.

[9] "Industry Type" is determined through use of the Standard Industrial Classification system at the four-digit level of detail.

Table II shows the distribution of firms by major classifications of the Standard Industrial Classification system. The survey sample, like the array of FETPIP firms, shows that postsecondary completers are more concentrated in service (especially health and related services), public administration, and manufacturing industries than the general distribution of firms would suggest. They are less concentrated in construction, trade, and "FIRE" (finance, insurance, and real estate).

Table II

Comparison of the Opinion Survey Sample To The Universe
By Type of Establishment

| Type of Industry Major Groups | All Florida Firms July-Sept 1988 | FETPIP Firms July-Sept 1988 | Survey Sample |
|---|---|---|---|
| *Agriculture* | *10,413/3%* | *183/2%* | *57/3%* |
| *Mining* | *205/<1%* | *20/<1%* | *4/<1%* |
| *Construction* | *38,348/12%* | *827/9%* | *201/9%* |
| *Manufacturing* | *15,717/5%* | *750/9%* | *187/9%* |
| *Utilities* | *10,596/3%* | *337/4%* | *87/4%* |
| *Whlsl Trade* | *28,651/9%* | *454/5%* | *102/5%* |
| *Retail Trade* | *65,492/21%* | *1,614/18%* | *377/18%* |
| *FIRE** | *29,923/10%* | *583/7%* | *142//7%* |
| *Services* | *114,312/36%* | *3,621/41%* | *785/41%* |
| *Public Admin* | *660/1%* | *409/5%* | *92/5%* |
| *TOTALS*[10] | *314,317/100%* | *8,797/100%* | *2,034/100%* |

*FIRE = Finance, Insurance, Real Estate

[10]The Total number of firms between tables I and II differ by a total of 685 establishments due to differences in the run dates for two reports from which the data are derived. This difference does not affect the proportional distributions in a significant way. The data are from the Florida Department of Labor and Employment Security.

### 3. The Survey Instrument

The instrument that had been adopted for the 1988-89 project was updated and redesigned. Changes were based on suggestions from a variety of interested parties including employers who participated in the original endeavor. Last year's content was retained with minor changes. Queries were presented in three categories.

Part 1 - Hiring Needs. In this section, employers were asked to identify general job categories in which they were experiencing difficulties in finding qualified applicants.

Part 2 - General Preparation. In this area, respondents were asked about the general education and employability preparation of their employees.

Part 3 - Specific Preparation. This portion contained questions regarding the basic skills, job-associated skills, and interpersonal skills that employees brought to their jobs.

A copy of the questionnaire and accompanying letter is provided in Appendix A.

The method of presenting the survey was substantially revised. The original (1988-89) materials included a separate introductory letter, a one-page questionnaire, and a postage-paid return envelope. The new presentation was structured so that the letter, the questionnaire, and a post card answer sheet were printed on a fold-up document. When folded, a mailing label was attached that directed the survey to those in a particular firm responsible for hiring. When opened, the answer sheet could be detached and returned as a post card.

### 4. The Survey Process

The initial mailout of survey forms to 2,034 firms occurred on January 11, 1990. Forms were remailed to non-responding firms on February 6th and 21st. Response data was recorded via two computer programs that support the project. The first was a system used to file and analyze responses. The second was a response tracking system. This system was used to flag the records of respondents so that they could be sent thank you letters (see Appendix B). It was also used to identify non-respondents.

Following the mailout on February 21st, non-responding firms were contacted via on-site visits and telephone. Seventeen of the larger non-responding employers were visited by project staff. In addition to eliciting a survey response, the on-site visit process was conducted to determine how easily and how much time was required to handle the survey, who was the appropriate person within firms to handle it, and additional information. A brief discussion of the findings from on-site visits is discussed under the heading "Other Findings" in this section of the report.

**5. Responses**

An overall response rate of 33 percent was obtained from the 2,034 firms that were contacted. In addition, 56 questionnaires were returned as undeliverable due to business closures and relocations. Table III reflects response by employer size.

Table III

Comparison of Employer Universe to the Survey Sample and Respondents

By Size of Establishment

| Size Class By # Employees | FETPIP Firms July-Sept 1988 | Survey Sample | Survey Respondents |
|---|---|---|---|
| *Large >500* | *771/9%* | *162/8%* | *78/11%* |
| *Medium 10-499* | *5,384/61%* | *1,253/62%* | *399/60%* |
| *Small <10* | *2,666/30%* | *619/30%* | *191/29%* |
| *ALL* | *8,797/100%* | *2,034/100%* | *668/100%* |

Note: 668 represents 33 percent of the 2,034 firms that were contacted. Large Firms responded at a rate of 48 percent, medium firms at 32 percent, and small firms at 31 percent.

Table III shows that both the distribution and rate of responses was higher for the larger firms.

Table IV displays responses by industry type.

Table IV

Comparison of The Opinion Survey Sample To The Responding Employers By Type of Establishment

| Type of Industry Major Groups | FETPIP Firms July-Sept 1988 | Survey Sample | Survey Respondents |
|---|---|---|---|
| *Agriculture* | *183/2%* | *57/3%* | *15/2%* |
| *Mining* | *20/<1%* | *4/<1%* | *1/1%* |
| *Construction* | *827/9%* | *201/9%* | *65/10%* |
| *Manufacturing* | *750/9%* | *187/9%* | *68/10%* |
| *Utilities* | *337/4%* | *87/4%* | *27/13%* |
| *Whlsl Trade* | *454/5%* | *102/5%* | *32/5%* |
| *Retail Trade* | *1,614/18%* | *377/18%* | *108/16%* |
| *FIRE** | *583/7%* | *142//7%* | *48/7%* |
| *Services* | *3,621/41%* | *785/41%* | *231/35%* |
| *Public Admin* | *409/5%* | *92/5%* | *66/10%* |
| *TOTALS* | *8,797/100%* | *2,034/100%* | *668/100%* |

*Fire = Finance, Insurance, Real Estate

NOTE: Response rates by industry group were: Agriculture 26 percent, Mining 25 percent, Construction 32 percent, Manufacturing 36 percent, Utilities 31 percent, Wholesale Trade 31 percent, Retail Trade 29 percent, FIRE 34 percent, Services 29 percent, and Public Administration 72 percent. The overall response rate was 33 percent.

The distribution of responses shows that utilities and public administration were better represented than in the sample. Services and retail trade were less represented. Response rates were relatively low for agriculture and mining, particularly high for public administration.

## B. FINDINGS

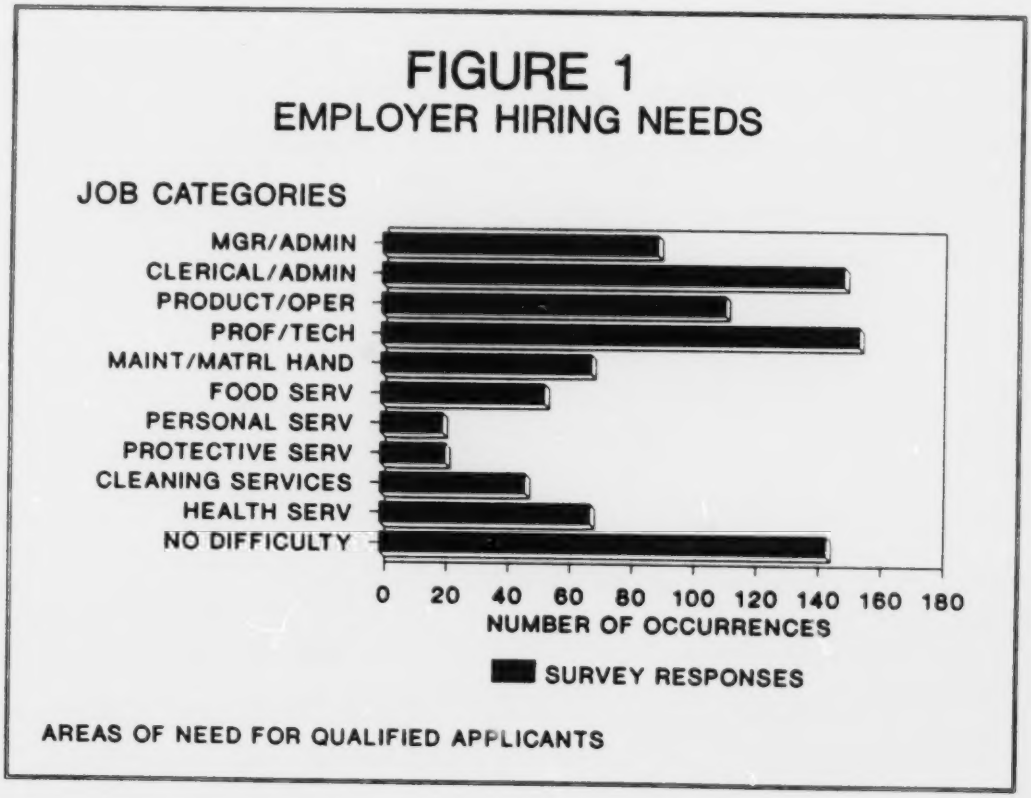
"I hired a drafter in my survey/engineering firm. His references and certificates were impressive. He had one in drafting and design. His main problem — he could not draft. He worked 8 days and quit without notice. His education had not prepared him for work in the 'real world'."

...A Florida Employer

This section will rely on the graphical presentation of responses by employers to the general opinion survey. **The graphs are based on a numerical assignment of "2" for each satisfied response, "1" for each dissatisfied response. These assignments were tallied for each response and the total was divided by the total number of responses in each query area to obtain a final "score". Responses that reflected "no opinion" were not included.** Appendix C is a table that tallies survey responses. The findings are presented in the order they appeared in the questionnaire.

## 1. Hiring Needs

This first inquiry requested employers to identify those job categories in which they were experiencing difficulties in finding qualified applicants. Job categories were selected that were consistent with aggregated job classifications from the Federal/State Occupational Employment Statistics Classification System. There were nine job category options and one response area available for "no difficulty." Employers could identify as many areas of difficulty as was appropriate. Figure 1 shows the Florida employers' response to this inquiry area.

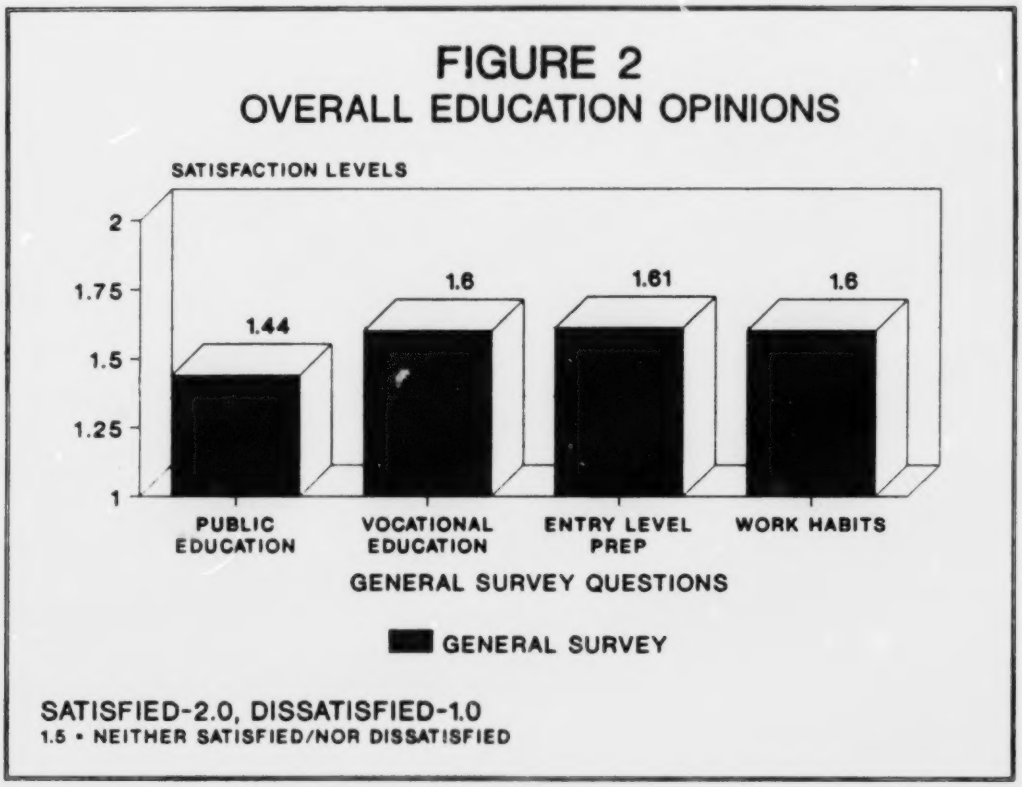



COMMENTS: The job areas of clerical/administrative and professional/technical were most often cited as needing additional qualified applicants. Within the clerical/administrative area: clerks, secretaries, and receptionists were frequently mentioned. Within the professional/technical area a multitude of employer-specific occupations was mentioned.

## 2. Public Education Systems

Employers were asked to reflect their general level of satisfaction with public education, vocational education, entry-level job preparation, and employee work habits.

Figure 2 is a graphical presentation of those four questions and their calculated levels of satisfaction from the general survey responses. In reviewing the graphs, a score of **"1.5" should be considered as the dividing line between "satisfied" and "dissatisfied."**




COMMENTS: Responses indicated that employers were generally satisfied with vocational education, entry-level job preparation, and employee work habits. They were less satisfied with public education . These responses are consistent with other findings in the following section.

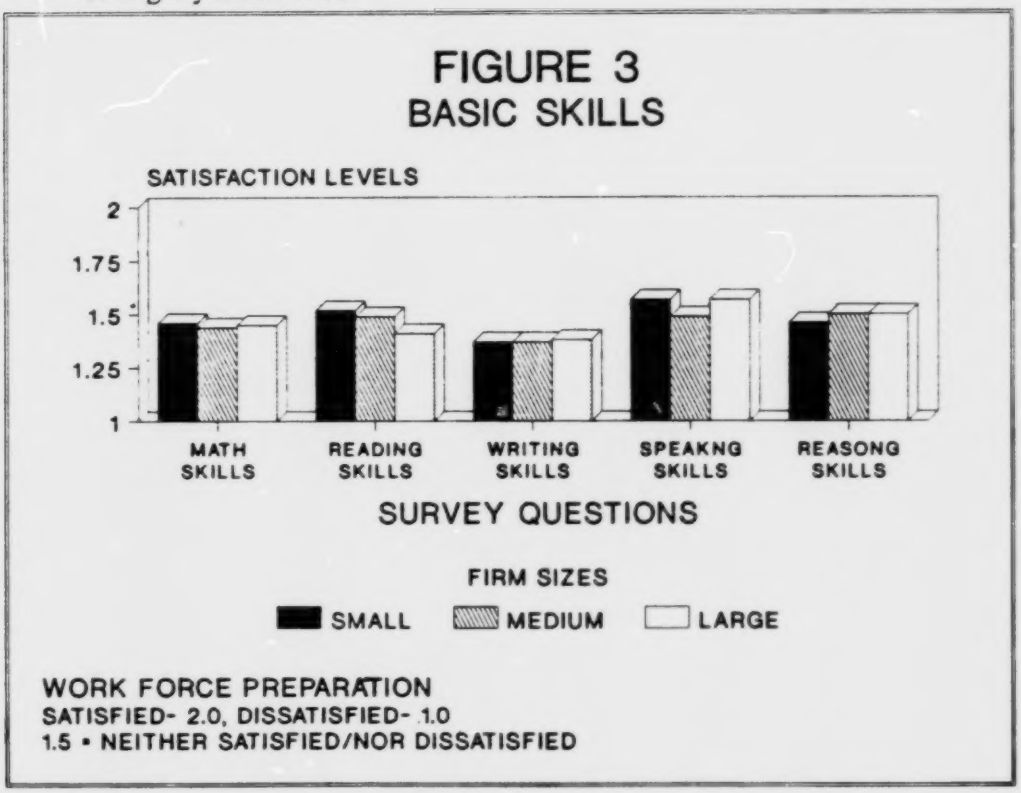
"The majority of students who enter these programs did not master elementary writing, math, and communication skills in high school. since they are now only taking a specific skills program (i.e. auto mechanics, clerical, etc.) they graduate without the skills needed on the job."

...A Florida Employer

### 3. Work Force Preparation

Questions about work force preparation were separated into three general areas: basic skills, job related or associated skills, and communicative/interpersonal skills. Each of these areas included a series of questions that helped to define specific components. These three general areas with their specific internal components are displayed graphically in Figures 3, 4, and 5. Each graph reflects the respective levels of employer satisfaction for selected ranges of firms based on the size of their employment. Small firms included firms with ten or less total employees. Medium firms employed at least ten people but less than five hundred people. Large firms employed more than five hundred people.

a. BASIC SKILLS - The overall score for the basic skills preparation was 1.47, or slightly dissatisfied.

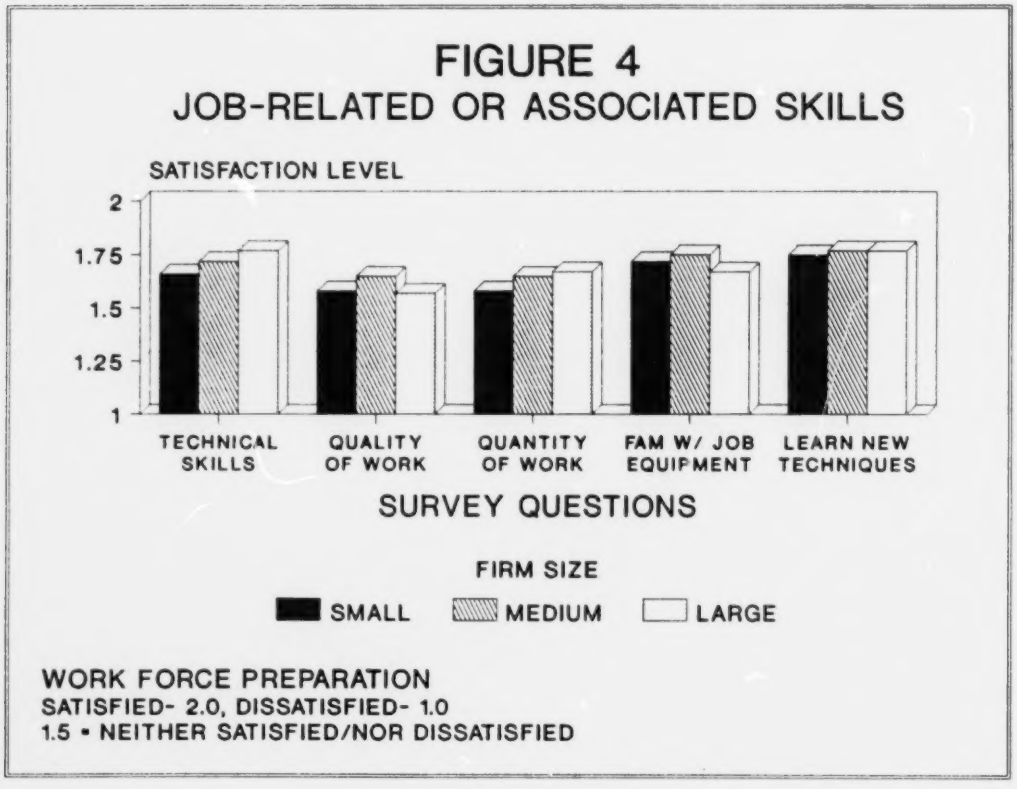



COMMENTS: Writing (1.37), computation (1.45), and reasoning (1.49) skills were recorded with slightly dissatisfied levels of response. Reading (1.50) and speaking (1.52) skills recorded slightly higher levels of satisfaction. The area of basic skill preparation is the only area reflecting slight overall employer dissatisfaction.

KEY for Figures 4 and 5

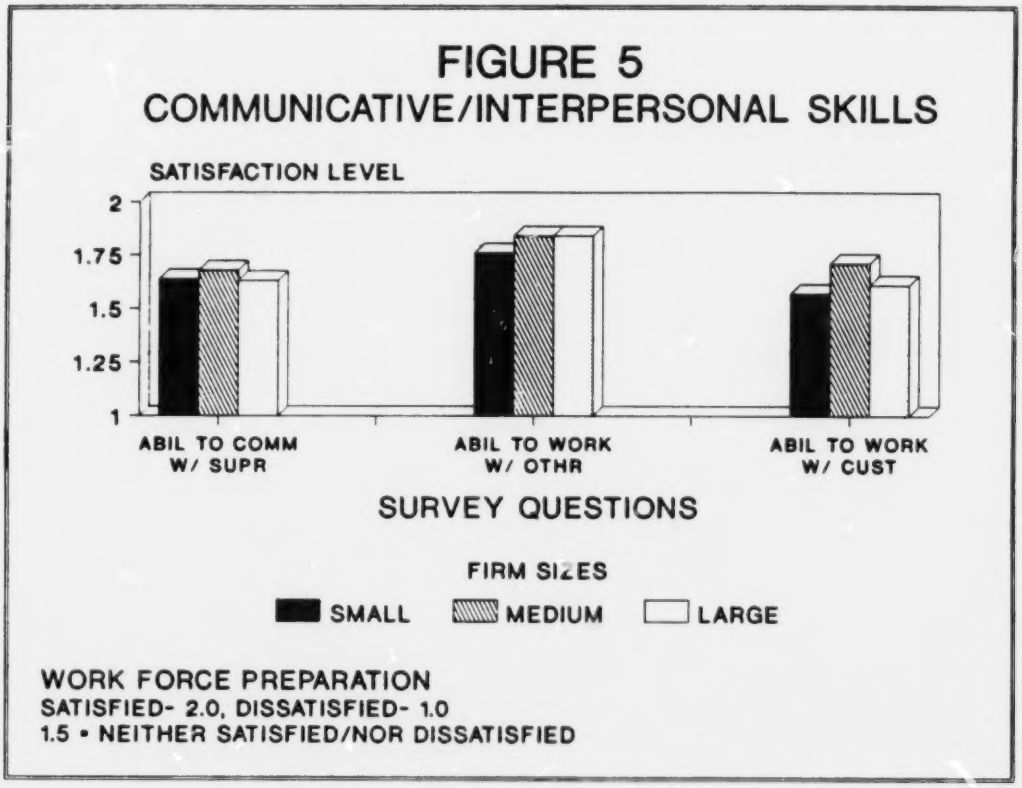
FAM W/JOB EQUIPMENT = familiarity with job-related equipment
LEARN NEW TECHNIQUES = ability to learn new techniques on the job
ABIL TO COMM W/ SUPR = ability to communicate with supervisor
ABIL TO WORK W/ OTHR = ability to work with fellow employees
ABIL TO WORK W/ CUST = ability to work with customers or clients

b. JOB-RELATED OR ASSOCIATED SKILLS - The overall score for job-related or associated skills was 1.70.




COMMENTS: All aspects in this inquiry area showed relatively high levels of employer satisfaction. Of primary interest were the levels of satisfaction with an employee's capability to learn new techniques (1.77) and their familiarity with job-related equipment (1.73). Employers rated technical skill preparation at 1.71. Quality (1.63) and quantity (1.64) of work scores were somewhat lower.

c. COMMUNICATIVE AND INTERPERSONAL SKILLS - The overall score for this area was 1.71.




COMMENTS: The overall area of communication and interpersonal skills scored the highest overall level of employer satisfaction (1.71). Within the area, employers rated their employees' capacity to work with his/her fellow workers highest at 1.82. The areas of communication with supervisors (1.66) and working with clients or customers (1.66) also reflect satisfaction.

**4. Other Findings**

A total of 25 of the state's largest firms that hired former students were visited or called via the telephone for a response. Both of these approaches provided information as to the ease of completion and the time necessary to complete the survey. The most difficult part of each process was finding the appropriate person and scheduling time to complete the survey. However, each approach produced a completed survey in under ten minutes. Employer ratings concerning the ease and approach of the survey were high. Additionally, on-site visits allowed the opportunity to collect other pieces of information.

Employers indicated that they advertise job openings primarily in local newspapers and verify many of their applicants credentials. Additionally, many firms indicated that they offer in-house employee training on a variety of job-related and interpersonal topics. The range and scope of this training varies considerably with the size of an employer and ranges from basic entry-level preparation to ongoing supplemental training. The larger employers seem to have more flexibility with both time and resources for internal training approaches whereas smaller employers rely more on supplemental training that is provided externally.

"How can I make contact with a vocational school?"

...A Florida Employer

## C. RECOMMENDATIONS:

The intent of the general employer satisfaction effort was to gauge certain perceptions that employers had regarding the educational and training preparation of their employees. Survey results indicated overall satisfaction with the vocational preparation of Florida vocational completers. Employers also felt that their employees had received poor basic skills education. Through employer contacts and comments they expressed a need for an increased level of interaction between the learning and the work environments. Employers seem to be perceiving a change toward a different combination or mix of skills--broad enough to present a "rounded" entry level preparation, yet, capable of interaction and adaptation to changing employer situations. The following two recommendations are aimed at continuing the "general" collection of employer opinions while exploring avenues to better understand the changing needs of the Florida workplace.

**Recommendation 1**

Continue gathering satisfaction indicators with the specific survey that is discussed in the following section.

**Recommendation 2**

While continuing to measure the general educational opinion pulse of employers an employer needs survey should be initiated that is designed through discussions with interested parties to establish an employee profile reflecting a broader skill base. The type of information to be collected should be designed to feed directly into the curriculum development process. Initial skill areas suggested for inclusion are listed below.

**Academic**
- Communication
- Comprehension
- Quantitative
- Science/Technical

**Group/Organizational Effectiveness**
- Interpersonal Skills
- Organizational Skills
- Negotiation Skills
- Creativity/Innovation Skills
- Leadership Skills

**Personal Management**
- Goal Setting
- Ethics
- Self Discipline
- Employability Skills

**Adaptability**
- Problem Solving Skills
- "Learn How to Learn" Skills
- Cultural/Social Skills

## SECTION III

## NURSING OPINION SURVEY

### A. PROCESS

#### 1. Background

After discussions with interested parties, two program areas from the health field, Registered and Licensed Practical Nursing, were chosen for special focus in the FY 1989-90 Employer Opinion Survey effort. The nursing survey was guided by specific canons outlined in Section II. However, the sample "universe" was limited to those employers who hired former nursing students in the occupations they were trained for.

#### 2. Survey Sample

From the total of 8,797 establishments having hired vocational completers, 489 firms were determined to have hired training-related participants from the two nursing programs. Table V shows the total number of program completers and the training setting for the two health programs selected. (Vocational Postsecondary training may occur at either a community college or vocational technical center.)

TABLE V

| PROGRAM NAME | NUMBER OF PROGRAM COMPLETERS Community College | District Vo-tech Center |
|---|---|---|
| Practical Nurse | 284 | 1,482 |
| Registered Nurse | 2,623 | 0 |
| Totals | 2,907 | 1,482 |
| Unique Employers | 489 | |

Table VI shows the type of businesses that hired nursing program graduates in occupations related to their training. Primary employers for registered nurses are hospitals and for practical nurses are the health care facilities.

TABLE VI

| INDUSTRY TYPE | TOTAL/PER CENT |
|---|---|
| Employment Agencies | 37/ 8% |
| Doctor's Offices | 93/19% |
| Nursing & Personal Care Facilities | 102/21% |
| Hospitals | 122/25% |
| Home Health Care Services | 51/10% |
| Other (Gov't,Prsnl Serv.,Const.,etc.) | 84/17% |
| TOTAL | 489/100% |

**3. The Survey Instrument**

The health survey inquiry instrument was separated into three parts:

Part 1. Questions were included to identify specific health allied occupations for which employers were having difficulties in finding qualified applicants.

Part 2. Questions in this area related to the general survey regarding overall employer satisfaction with public education, vocational education, entry-level job preparation, and employee work habits.

Part 3. Questions in this area were chosen from the intended outcomes of the chosen programs as stated in the Vocational Course Code Standards. They represent the competency areas associated with overall occupational preparation of the two programs from which data is desired. The majority of questions are directly from the Licensed Practical Nurse course standards. It was anticipated that those skills would also be demand skills for the registered nurse positions.

A copy of the questionnaire and accompanying letter is provided in Appendix D. The package consisted of the survey instrument, an introductory letter from the Statewide Health Council, a mailing and a postage-paid business reply envelope.

**4. The Survey Process**

The initial survey mailout to 489 firms occurred on January 8, 1990. This was followed by two remails to survey non-respondents on February 1st and 16th, 1990. Additionally, 13 of

the larger health employers throughout the state were visited. The findings associated with these visits are described later in this section under "Other Findings."

**5. Responses**

A total of 337 usable and 3 unusable responses were received from employers. This represented an overall response rate of 70 percent. Tables VII and VIII reflect overall response statistics by industry type and total vocational employees.

TABLE VII

| | TOTAL | RESPONSES |
|---|---|---|
| TOTAL EMPLOYERS | 489 | 337/70% |
| TOTAL NURSING HIRES | 4,389 | 3,072/70% |

TABLE VIII

| INDUSTRY TITLE | TOTAL RESPONSES/ RESPONSE RATE |
|---|---|
| Employment Agencies | 29/78% |
| Doctor's Offices | 45/48% |
| Nursing & Personal Care Facilities | 76/75% |
| Hospitals | 88/72% |
| Home Health Care Services | 42/82% |
| Other (Gov't,Prsnl Serv.,Const.,etc.) | 57/69% |
| | 337/70% |

Response by employers was greatly increased due to the clarity of the association between specific training and employment. Employers could clearly identify and evaluate their satisfaction with the practical and registered nurses within their employ. The lower response rate of Doctor's offices is felt to be similar to lower response rates of smaller firms experienced with the general survey: i.e., small employers, with less staff have less time to fill out surveys.

**B. FINDINGS**

"The students that I have hired are excellent. The state's money has been well spent."

...A Florida Employer

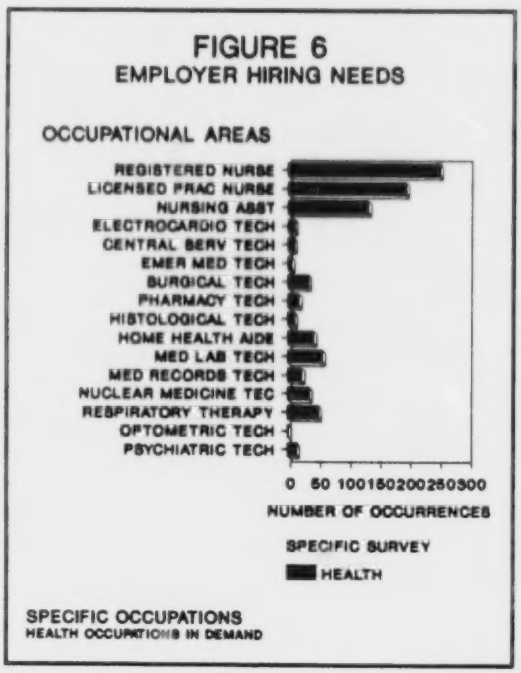
This section will rely on the graphical presentation of responses by employers to the health opinion survey. **The graphs are based on a numerical assignment of "2" for each satisfied response, "1" for each dissatisfied response. These assignments were tallied for each**

**response and the total was divided by the total number of responses in each query area to obtain a final "score." Responses that reflected "no opinion" were not included.**

The findings are presented in the order they appeared in the questionnaire. Appendix E is a table which gives the numerical scores for each inquiry area.

### 1. Hiring Needs

This first inquiry requested employers to identify those allied health occupations in which they were experiencing difficulties in finding qualified applicants. Occupations were selected from those occupational preparation program areas represented in the Vocational Education Program Courses Standards and are in accord with the Occupational Employment Statistics Survey taxonomy. There were sixteen occupations listed and an open-ended/other/future needs area made available for comment. Employers were given the option of identifying as many areas of difficulty as was appropriate. Figure 6 exhibits the employer response to this question:




COMMENTS: Three occupations were identified as areas of hiring difficulties: registered nurses, licensed practical nurses, and nursing assistants. From the comments reflecting future or other needs: occupational, radiological, and physical therapists and/or technicians were most frequently mentioned.

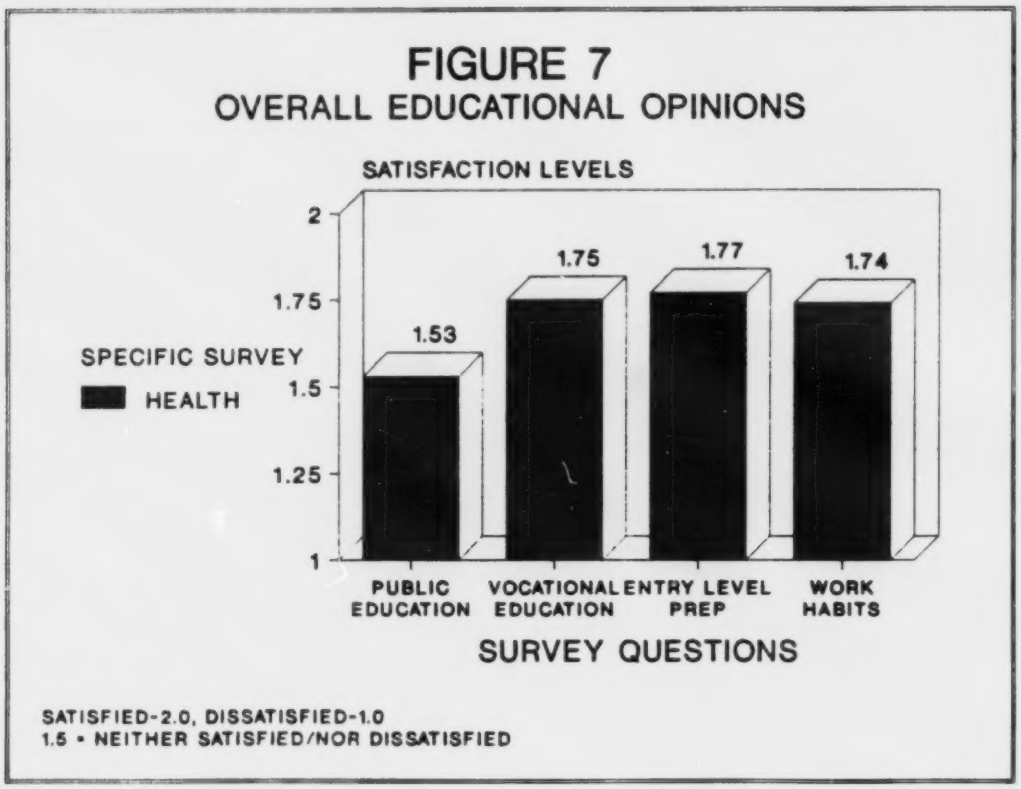
## 2. Public Education Systems

"You have got to teach people responsibility, basic etiquette, interviewing techniques, how to dress, and how to have realistic expectations."

...A Florida Employer

This inquiry area parallels Section II in the general survey. It asked for broad opinions concerning public education, vocational education, entry-level job preparation, and employee work habits.

The following figure (Figure 7) provides a graphic representation of those four areas and their calculated level of satisfaction from health survey responses.




COMMENTS: Health employers were satisfied with entry-level employee preparation, vocational education, employee work habits, and public education.

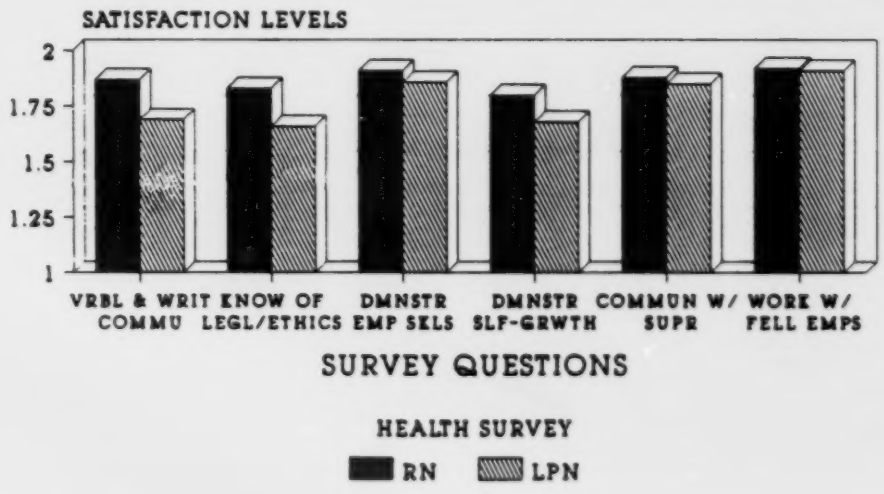
### 3. Overall Occupational Preparation

This portion of the survey was designed to present the employer opinions about three job preparation areas: communicative or interpersonal skills, areas of performance or knowledge, and care functions.

The following four figures 8, 9, 10, 11, reflect the levels of satisfaction for each area of occupational preparation for both the registered and licensed practical nurse programs.

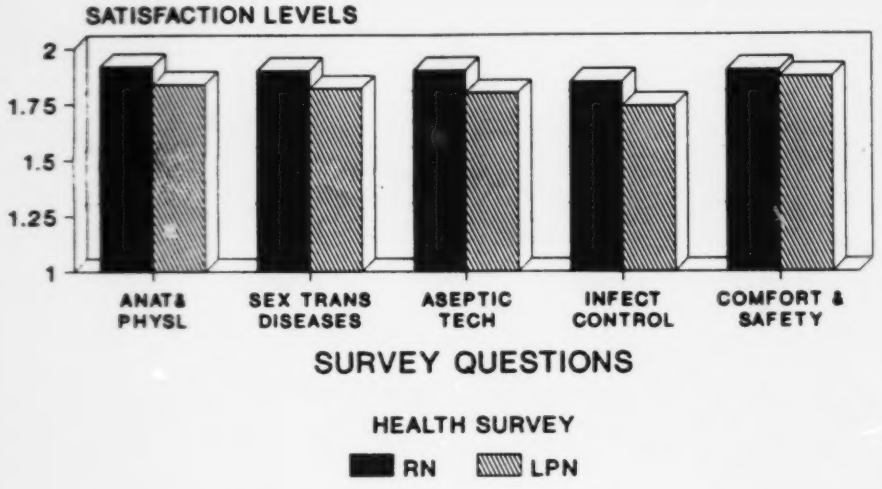
KEY for Figures 8, 9, 10 and 11:
VRBL & WRIT COMMU = verbal and written communication
KNOW OF LEGL/ETHICS = knowledge of legal and ethical responsibilities
DMNSTR EMP SKLS = demonstration of employability skills
DMNSTR SLF-GRWTH = demonstration of a practice of self growth
COMMUN W/ SUPR = ability to communicate with supervisor
WORK W/ FELL EMPS = ability to work with fellow employees
ANAT & PHYSL = knowledge of anatomy and physiology
SEX TRANS DISEASES = knowledge of sexually transmitted diseases
ASEPTIC TECH = performance of aseptic techniques
INFECT CONTROL = principle infection and control application
COMFORT & SAFETY = physical comfort and safety function
NURSING PROCEDURES = performance of nursing procedures
REHAB FUNC = performance of rehabilitative functions
NUTRITION APPLI = principles of nutrition application
ADMIN OF MEDS = administration of medications
OVERALL SUPPRT = provisions of bio-psycho-social support
HOME HLTH SERV = performance of home health care services
SUPRVSD MNGMNT FUNC = performance of supervised management functions

## FIGURE 8
## COMMUNICATIVE/INTERPERSONAL AREAS



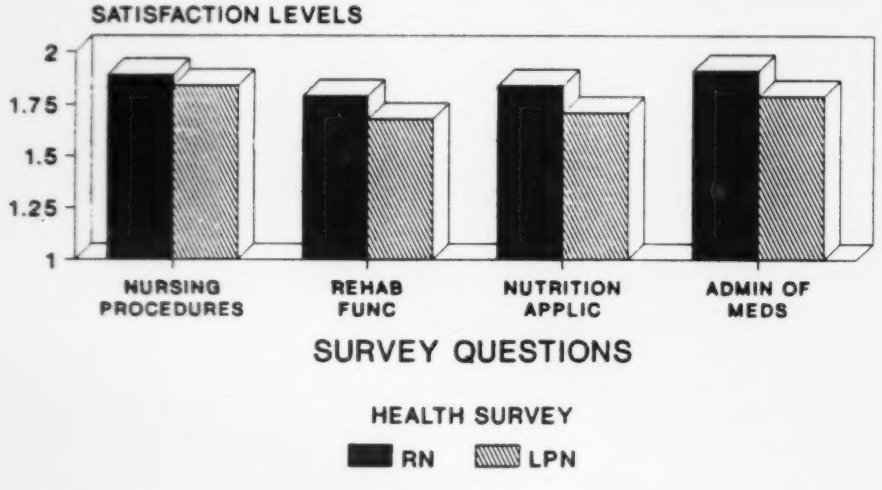

OVERALL OCCUPATIONAL PREPARATION
SATISFIED- 2.0. DISSATISFIED- 1.0
1.5 • NEITHER SATISFIED/NOR DISSATISFIED

# FIGURE 9
## PERFORMANCE/KNOWLEDGE AREAS



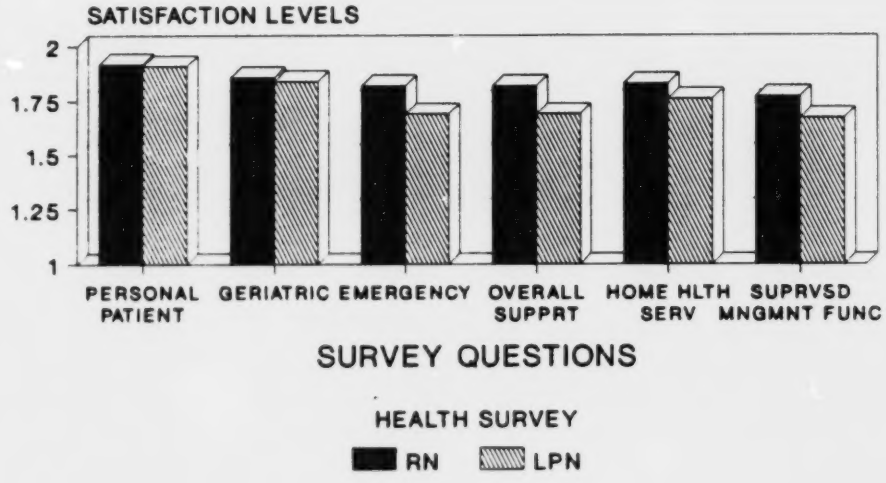

OVERALL OCCUPATIONAL PREPARATION
SATISFIED-2.0, DISSATISFIED-1.0
1.5 • NEITHER SATISFIED/NOR DISSATISFIED

# FIGURE 10
## PERFORMANCE/KNOWLEDGE AREAS




OVERALL OCCUPATIONAL PREPARATION
SATISFIED-2.0, DISSATISFIED-1.0
1.5 • NEITHER SATISFIED/NOR DISSATISFIED

# FIGURE 11
## CARE FUNCTIONS




OVERALL OCCUPATIONAL PREPARATION
SATISFIED-2.0, DISSATISFIED-1.0
1.5 • NEITHER SATISFIED/NOR DISSATISFIED

COMMENTS: All three preparation areas reflected high levels of satisfaction for both programs. Overall performance and knowledge ranked highest for each program. This was followed by communicative/interpersonal skills and care functions. The areas reflecting the greatest range of satisfaction between programs were verbal and written communication and their knowledge of legal and ethical responsibilities. The lowest ranges of difference are in each nurses ability to work with fellow employees and provide personal and geriatric patient care.

### 4. Other Findings

> "Vocational Education does an excellent job in preparing their students for the industrial - production - type arena - however; they need some help in 'rounding out' their students - in basic math, reading, writing, speaking and interpersonal skills needed in today's world."
>
> ...A Florida Employer

A total of thirteen of the state's largest vocational health employers were visited. In addition to obtaining a completed survey, on-site visits provided the opportunity to collect additional information.

Health employers indicated that they advertise job openings in local newspapers and professional trade journals, verify applicant's credentials, and offer in-house employee training on a variety of job-related and interpersonal topics. Employer comments indicated that the number and severity of illnesses is continually on the rise and is changing. In response to this, employers coordinate or provide a variety of supplemental training aimed at keeping and further preparing their employees for their particular needs.

Hospitals and nursing care facilities were the primary employers of nursing program completers. Each institution visited expressed a great need for the highest level of qualified personnel available. It was apparent that health employers are aggressive in their attempt to recruit nurse professionals in particular. This approach ranges from initial interaction and coordination within the area Health community to creating positions specifically for nurse recruitment. The recruiters are very aware of the professional staff crisis and of the competition for quality employees. As a result, nurses are encouraged to continue their formal training. Particularly critical to health employers is this interaction of learning within the workplace. Clinical or "real" hands-on exposure was identified as a critical element in facilitating the school-to-work transition. As with the general survey findings, the amount and variety of training options increases with the size of the firm, with larger firms offering more.

## C. RECOMMENDATIONS:

One recommendation is posed as a result of the health employer survey regarding nurses.

**Recommendation:**

**It is recommended to continue a specific program survey within an area of demand by the Divisions of Community Colleges and Vocational, Adult and Continuing Education Program Review schedule for FY 1990-91.**

## SECTION IV

## COMPARISONS

Four areas were selected for comparative review:

1. **The four common questions occurring in three surveys over two fiscal years:** Has there been an increase and/or decrease in the level of vocational employer satisfaction?

2. **The FY89 General survey questions viewed by firm size:** Does the size of an employer affect employer satisfaction levels?

3. **Nursing survey skill areas viewed by vocational program:** How satisfied are employers with the skills of registered and licensed practical nurses?

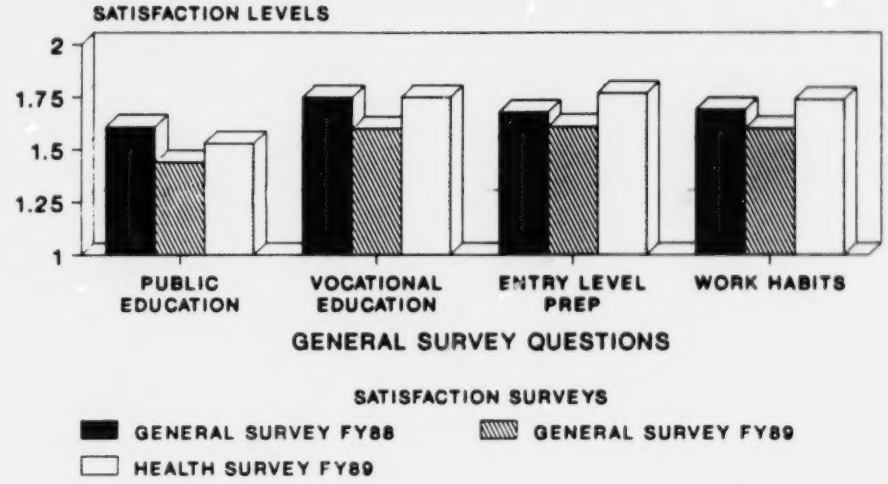
4. **Nursing survey skill areas viewed by industry types:** Does industry type affect employer satisfaction levels?

### A. OVERALL EDUCATION AND PREPARATION QUESTIONS - GENERAL SURVEY FY 88 AND 89, HEALTH SURVEY FY 89

As stated earlier in the report, four questions have appeared on all surveys. These questions refer to an employer's satisfaction with Florida's general education system (vocational and public), entry-level employee preparation, and employee work habits.

It is important to note the differences between each survey sample. The FY 1988-89 general survey consisted of over 2000 employers randomly selected from the FETPIP universe of vocational employers. The FY 1989-90 general survey, again, consisted of over 2000 employers randomly selected from the FETPIP universe. However, those employers included in the specific health survey were excluded from the general survey sample with the later survey. This may cause overall satisfaction levels to be lower in the 1989-90 effort as health employers were generally more satisfied than other employers. The FY 1989-90 specific health survey consisted of all vocational employers having hired a training-related placement from either the Registered or Practical Nursing vocational programs. The following figure reflects the levels of employer satisfaction for these four questions for each survey.

# FIGURE 12
## COMPARATIVE OVERALL EDUCATION OPINIONS

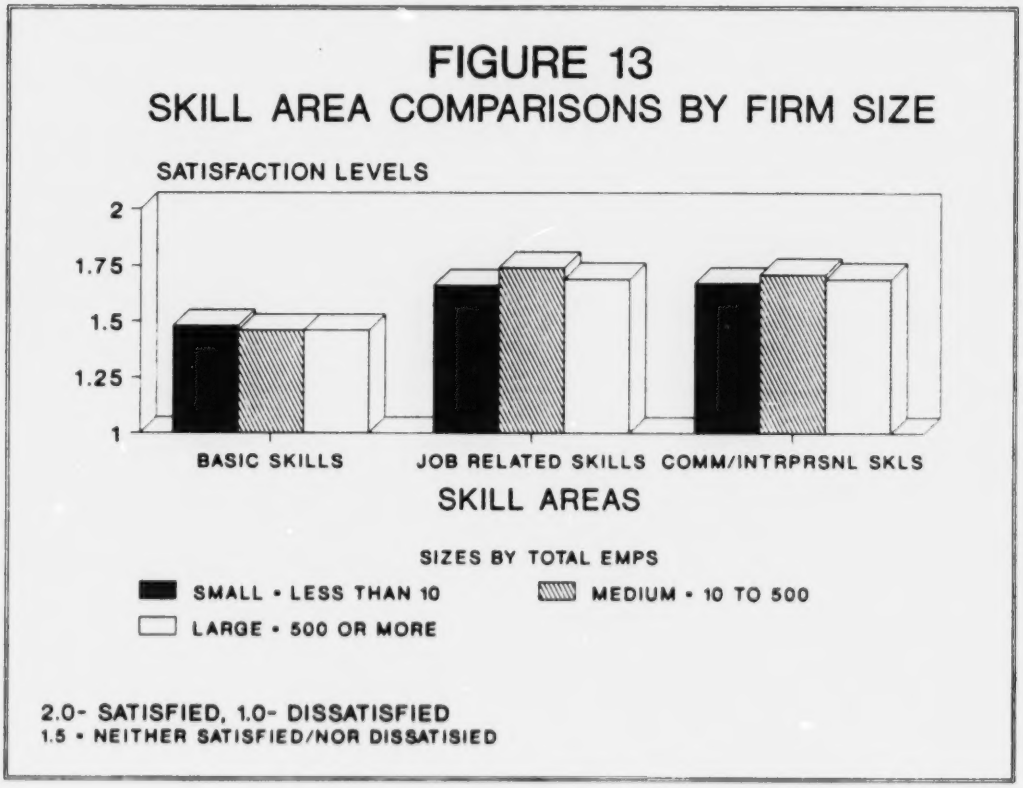



SATISFIED-2.0, DISSATISFIED-1.0
1.5 • NEITHER SATISFIED/NOR DISSATISFIED

COMMENTS: Given the aforementioned differences in the general opinion survey samples, the general survey satisfaction levels have remained consistent, when the health survey responses are included. It is felt that the higher levels of health survey satisfaction are due to the higher levels of application and training associated with the registered and practical nursing programs.

## B. FY 89 GENERAL SURVEY BY FIRM SIZE

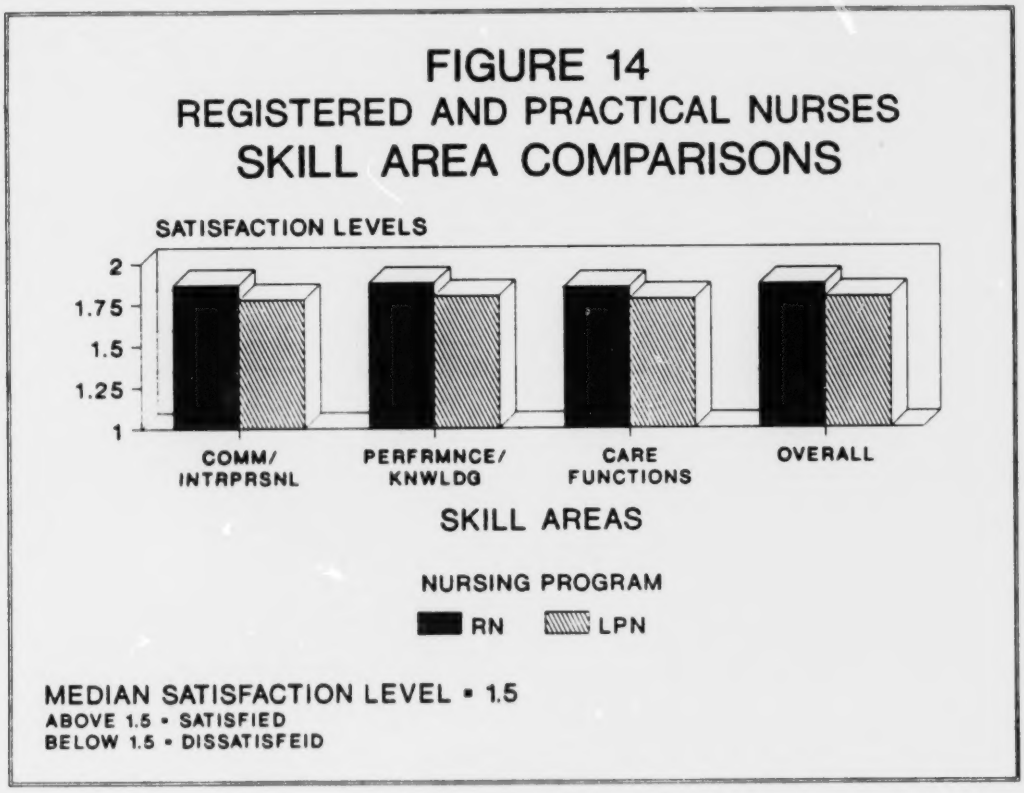
The responses for each question in the 1989-90 general survey within three skill areas (basic, communicative/interpersonal, and job-associated) have been aggregated to produce satisfaction levels for each skill area. Figure 13 represents those aggregate levels of satisfaction for each employer size category.




COMMENTS: Slight variances of satisfaction are evident when skill areas are compared by the size of an establishment. All sizes of employers were slightly dissatisfied with basic skill preparation. All firm sizes were satisfied with both job-associated and communicative/interpersonal skill preparation.

## C. HEALTH SURVEY - COMPARISONS BY TRAINING PROGRAM

The questions within the occupational preparation section of the health survey were developed from the intended outcomes contained within the Vocational Education Course Standards Manual for the two chosen nursing programs. Figure 14 shows the satisfaction levels for each skill area for each program.




COMMENTS: Given that the registered nursing program is a higher level of application and training than the practical nurse program, the registered nurse responses were consistently at higher levels of satisfaction for all skill areas. The overall scores for the combined preparation skills was 1.87 for the registered and 1.79 for the practical nursing programs. The performance and knowledge area received the highest satisfaction levels from employers for both the RN (1.88) and the LPN (1.80) programs. Within this area of nursing procedures and comfort and safety received the highest levels of satisfaction. The areas of communication/interpersonal (1.87-RN/1.78-LPN) and care functions (1.85-RN/1.78-LPN) reflected slightly lower levels of satisfaction. All skill preparation areas for both programs reflected relatively high levels of employer satisfaction when compared to similar responses in the general survey.

## D. HEALTH SURVEY BY INDUSTRY CATEGORIES

The three occupational preparation areas can be viewed by select industry types for each program to determine satisfaction differences. Health survey responses were separated and calculated by five major industry types: employment agencies, doctor's offices, nursing care facilities, hospitals, and home health care facilities. Figures 15, 16, and 17 reflect their levels of satisfaction with each area of preparation by industry type.

FIGURE 15
COMMUNICATIVE/INTERPERSONAL SKILLS
COMPARISONS BY PROGRAM AND INDUSTRY

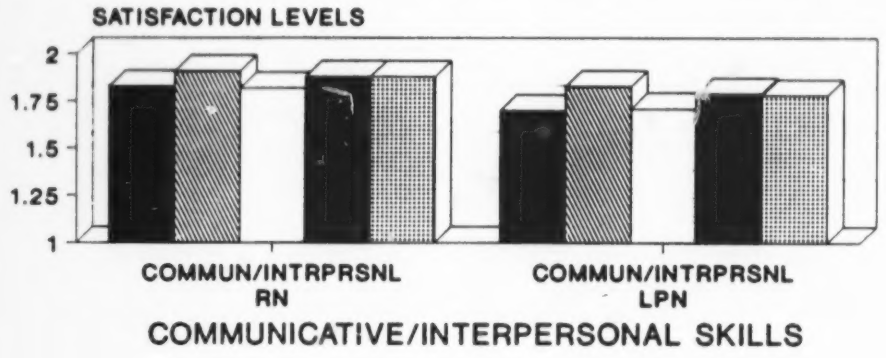
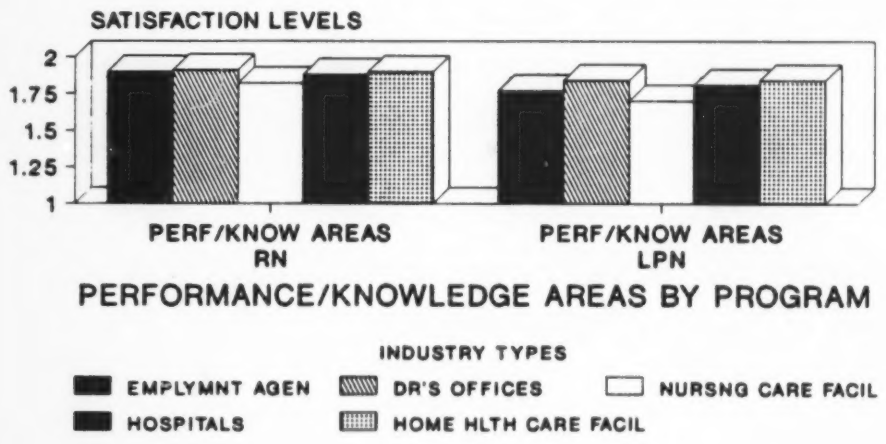
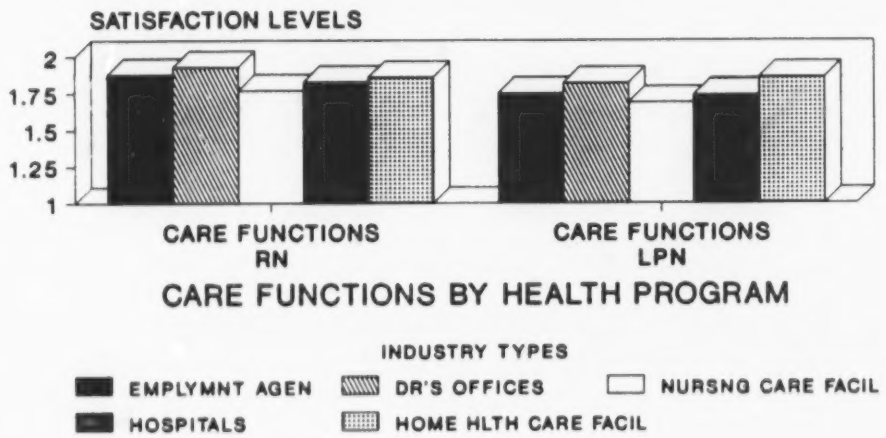



FIGURE 16
PERFORMANCE AND KNOWLEDGE AREAS
COMPARISONS BY PROGRAM AND INDUSTRY




MEDIAN SATISFACTION LEVEL• 1.5
ABOVE 1.5 • SATISFIED
BELOW 1.5 • DISSATISFIED

## FIGURE 17
## CARE FUNCTIONS
## COMPARISONS BY PROGRAM AND INDUSTRY




MEDIAN SATISFACTION LEVEL= 1.5
ABOVE 1.5 • SATISFIED
BELOW 1.5 • DISSATISFIED

COMMENTS: Employers representing each industry type were satisfied with all areas of occupational preparation. Doctor's offices had a higher level of satisfaction for each preparation area than any other industry type. Nursing care facilities had the lowest levels of satisfaction for each preparation area. The areas of performance and knowledge received the highest levels of satisfaction for each industry type while care functions received the lowest.

*"I am writing this in response to a questionnaire that you sent my employer.*

*I would like to state that the education I received in the Office Education Classroom for secretarial duties was very satisfactory. The course did more than just teach me to type. I learned far more than I expected and I feel I came to my employer as a very capable and efficient employee.*

*The job training partnership act paid my tuition to attend school and also part of my child care expenses with Project Independence paying part of the child care.*

*The point is I am a single parent struggling to raise four children all under the age of ten years, and although my job pays better-than-average salary for secretarial work, it still falls far short of what I need to meet the needs of my family. (I am earning a salary that is $3,000-$4,000 below the poverty level for a family of five. I receive no child support, and because I earn "too much", I am ineligible for AFDC).*

*What others in this situation need, including myself, is schooling that will enable us to acquire higher paying jobs, or a justice system that makes child support payments easier. Since your department handles the education end, I hope you will communicate that while the public education I received was more than adequate, the kind of education fell far short of what I need or want. Programs like JTPA need to fund their client's schooling/training for jobs that will pay salaries we need in order to meet our obligations."*

*. . . A former student with an unsolicited response.*

## APPENDIX A

1. Introductory Letter From the Florida Education & Industry Coalition

2. Facsimile of the General Survey Instrument

Florida Education & Industry Coalition
A Program of The Florida Chamber of Commerce

Dear Sir or Madam:

Involvement of employers in the evaluation of vocational programs is vital to the health of Florida's education system. As employers, you are faced with an increasing need for employees who can keep up with technology, continue to learn while on the job, and are capable of performing entry level job skills.

The Florida Chamber of Commerce which recently released the study **Cornerstone: Foundations for Economic Leadership** recommends that the state improve its delivery of vocational education. Therefore, the Florida Education and Industry Coalition, a program at the Florida Chamber of Commerce, is assisting the Florida Department of Education in requesting your response to an opinion survey.

The survey deals with the level of your satisfaction with public vocational education in Florida. All firms within the randomly selected sample have employed a former recipient of vocational training within the state of Florida.

Please direct the attached survey form to the person in your firm who is responsible for personnel matters. The survey questions will take only a few moments of his/her time to complete.

A postage-paid return response card is attached for your response. However, if you wish, your response can be called in to the Placement Information Program by calling Sam Berto at (904) 488-4987 collect.

The Department of Education will analyze all responses and the results will be used to improve program planning. Your response will be kept confidential.

Thank you in advance for your cooperation.

Sincerely,

Tom Hunt, Director, Corporate and Community Affairs
Southern Bell, A BellSouth Company

The Florida Education & Industry Coalition / The Florida Chamber • 136 S. Bronough St. • P. O. Box 11309 • Tallahassee, FL 32302 • (904) 222-2831

EMPLOYER OPINION SURVEY

Directions - Please read each statement below and on the back, then provide the answer next to the correct number on the answer sheet. Tear off answer sheet on right and return.

**PART A - HIRING NEEDS**

1. Identify those job categories for which you currently have difficulty finding qualified applicants.

a) managerial/administrative
b) clerical/administrative
c) production/operating
d) professional/technical
e) maintenance/material handling
f) food services
g) personal services
h) protective services
i) cleaning services
j) health services
k) no difficulty

2. Please identify specific job titles related to these categories where applicants are needed or where future needs are anticipated.

**PART B**

Florida's public education system includes elementary, middle, high schools, area vocational centers, community colleges, and state universities. Vocational programs are offered in high schools, area vocational centers, and community colleges.

Directions: For each of the statements below, circle the response that best describes your feelings. The responses are as follows. (Circle one response for each question.)

1 = very satisfied
2 = satisfied
3 = no opinion
4 = dissatisfied
5 = very dissatisfied

**PUBLIC EDUCATION SYSTEMS**

3. How do you feel about Florida's overall system of public education?

4. How do you feel about Florida's overall system of vocational education?

**EMPLOYEE PREPARATION AND WORK HABITS**

5. How would you rate the job-entry level preparation of those who attended public vocational education programs?

6. How would you rate he work habits of those who attended public vocational education programs?

**PART C - WORK FORCE PREPARATION**

7. Please indicate your level of satisfaction with the preparation of employees who completed programs from Florida's vocational system within the areas listed below. Circle the response which best describes your feelings.

1 = very satisfied
2 = satisfied
3 = no opinion
4 = dissatisfied
5 = very dissatisfied

a) technical job skills
b) math skills
c) reading skills
d) writing skills
e) speaking skills
f) reasoning (logical thinking skills)
g) quality of work
h) quantity of work
i) familiarity with job related equipment
j) ability to learn new techniques on the job
k) ability to communicate with supervisors
l) ability to work with fellow employees
m) ability to work with customers or clients

8. Please specify any additional skills or areas of knowledge desirable of a vocational graduate you would employ.

## APPENDIX B

Thank-you Letter from the Florida Council on Vocational Education

**FLORIDA COUNCIL on VOCATIONAL EDUCATION**

Florida Education Center
Tallahassee 32399
904/488-5308

Mr. J. Barrie McHugh
Chairman

Dr. James A. Culligan
Executive Director

Mr. Marion L. Bishop
Newberry

Ms. Jeanine Christian
Gainesville

Mr. Larry Hawkins
Miami

Mr. William R. Jeffries
Bartow

Mr. Thomas E. Kessler
Palm Harbor

Ms. Judy Lima
Tampa

Mr. Alene J. Mahin
Tampa

Mr. Russell Moncrief
Longwood

Mr. William J. Patti
Jacksonville

Mr. Charles R. Perez
Fort Lauderdale

Mr. Eugene A. Poole
Lowell

Ms. Joan Tiller
Orlando

Dear Florida Employer:

I am writing to express my appreciation for your participation in the Florida Employer Satisfaction Survey. Your responses to the questions in the survey will be combined with those of other Florida firms for analysis.

The analysis will focus on how well the Vocational Education system in Florida has responded to the needs of Florida employers. It will be used both by the Florida Chamber of Commerce and the Florida Department of Education to improve training program planning.

Your participation enhances the partnership between the private sector and government sponsored education and training programs. Again, thank you for your assistance.

If you have any questions or suggestions, please contact Mr. Jay Pfeiffer (collect) at (904) 487-0900.

Sincerely,

J. Barrie McHugh
Chairman



Affirmative action/equal opportunity employer

## APPENDIX C

### Overall General Survey Satisfaction Levels

FY 1989-90
OVERALL GENERAL SURVEY SATISFACTION LEVELS

OVERALL EDUCATION OPINIONS - 1.56

| | |
|---|---|
| PUBLIC EDUCATION | 1.44 |
| VOCATIONAL EDUCATION | 1.60 |
| ENTRY LEVEL PREPARATION | 1.61 |
| WORK HABITS | 1.60 |

WORK FORCE PREPARATION

BASIC SKILLS - 1.47

| | |
|---|---|
| WRITING | - 1.37 |
| MATH | - 1.45 |
| REASONING | - 1.49 |
| READING | - 1.50 |
| SPEAKING | - 1.52 |

JOB-RELATED OR ASSOCIATED SKILLS - 1.70

| | |
|---|---|
| TECHNICAL SKILLS | - 1.71 |
| QUALITY OF WORK | - 1.63 |
| QUANTITY OF WORK | - 1.64 |
| FAMILIARITY WITH JOB-RELATED EQUIPMENT | - 1.73 |
| ABILITY TO LEARN NEW TECHNIQUES | - 1.77 |

COMMUNICATIVE AND INTERPERSONAL SKILLS - 1.71

| | |
|---|---|
| ABILITY TO COMMUNICATE WITH SUPERVISOR | - 1.66 |
| ABILITY TO WORK WITH CLIENTS OR CUSTOMERS | - 1.66 |
| ABILITY TO WORK WITH FELLOW EMPLOYEES | - 1.82 |

## APPENDIX D

1. Introduction Letter from the Statewide Health Council

2. The Health Survey Instrument

# STATEWIDE HEALTH COUNCIL

2723 Blair Stone Lane, Tallahassee, Florida 32301 (904) 487-3706

**President**
Randy M. Kammer, Esquire
Jacksonville
**Vice President**
John Doenges
Hialeah
**Secretary**
Sally D. Chester, R.N.
West Palm Beach
**Treasurer**
Robert Marlowe, MBA, NHA
New Port Richey

Lance Anastasio
Winter Haven
Jean S. Anderson
Clewiston
Thomas N. Anthony
Ft. Lauderdale
George A. Gant, M.D.
Kissimmee
Vivian Krumel, R.N.
Pensacola
Louis J. Lamoyeux, Jr., D.O.
Jacksonville
Gertrude Lee
Bonifay
Barbara Locke, R.N.
Bronson
Robert P. Macina, Esquire
Coral Springs
Stanley Margulies, M.D.
Hollywood
Thomas E. McKell, M.D.
Tampa
Gary Nordmark
Boca Raton
F. Michael Roberts
Fort Myers

**Staff**
Ronald R. Brown, Ph.D.
Staff Director
Eileen M. Kelliher, M.A.
Senior Health Policy Analyst
Joseph A. Kumi, M.S.W.
Health Policy Analyst
Ann LeBlanc
Administrative Assistant

Dear Sir or Madam:

Involvement of employers in the evaluation of vocational programs is vital to the health of Florida's education system. As employers, you are faced with an increasing need for employees who can keep up with technology, continue to learn while on the job, and are capable of performing entry level technical job skills.

As President of the Statewide Health Council, I would like to request your participation in an opinion survey sponsored by the Florida Department of Education. The survey deals with employer hiring needs, their levels of satisfaction with the vocational preparation of specific occupational areas and with Florida's public education systems in general.

You were selected to contribute to this survey because your establishment is one of many who have employed former students of public vocational health education programs. The survey is requesting your level of satisfaction with the preparation of employees within the selected occupations: registered nurse and licensed practical nurse.

Please direct the survey request to the person in your firm who clearly understands those occupational areas for which information is requested. The questions posed on the form will take only a few minutes to complete.

A postage-paid return envelope is included for your response. However, if you wish, your response can be directed to the Florida Placement Information Program by calling Sam Berto at (904) 488-4987, collect.

The Department of Education will analyze responses and the results will be used to improve program planning. Survey responses will be kept confidential.

Thank you in advance for your cooperation.

Sincerely,

Randy M. Kammer

Randy M. Kammer, Esquire
President
Statewide Health Council



"Equal Opportunity / Affirmative Action Employer"

# HEALTH EMPLOYER OPINION SURVEY

**SPONSORED BY**
**THE FLORIDA DEPARTMENT OF EDUCATION AND**
**THE STATEWIDE HEALTH COUNCIL**

PART A

***Directions:*** *Read each statement carefully and circle the letter of the answers that best applies to you.*

**HIRING NEEDS**

1. Identify those occupations for which you currently have difficulty finding qualified applicants. (You may circle more than one.)

A. Registered Nurse
B. Licensed Practical Nurse
C. Nursing Assistant
D. Electrocardiograph Tech
E. Central Service Tech
F. Emergency Medical Tech
G. Surgical Tech
H. Pharmacy Tech
I. Histological Tech
J. Home Health Aide
K. Medical Lab Tech
l. Medical Records Tech
m. Nuclear Medicine Tech
n. Respiratory Therapy
o. Optometric Tech
p. Psychiatric Tech

2. Please identify any other job titles / occupations where applicants are needed or that you feel will be needed in the future.

_____

_____

PART B

**Florida's public education system comprises elementary, middle, and high schools, area vocational centers, community colleges, and state universities. Vocational programs are offered in high schools, area vocational centers, and community colleges.**

***Directions: For each of the statements below, circle the letter of the response that best describes your feelings. The responses are as follows. (Circle one response for each statement.)***

**A. Very satisfied**
**B. Satisfied**
**C. No opinion**
**D. Dissatisfied**
**E. Very dissatisfied**

**PUBLIC EDUCATIONAL SYSTEMS**

3. How do you feel about Florida's overall system of public education? A B C D E

4. How do you feel about Florida's overall system of vocational education? A B C D E

**EMPLOYEE PREPARATION AND WORK HABITS**

5. How would you rate the job entry-level preparation of those who attended public vocational education programs? A B C D E

6. How would you rate the work habits of those who attended public vocational education programs? A B C D E

(continued on back)

***Directions:** For each of the statements below, circle the letter of the response that best describes your feelings. The responses are as follows. (Circle one response for each statement.)*

**A. Very satisfied**
**B. Satisfied**
**C. No opinion**
**D. Dissatisfied**
**E. Very dissatisfied**

PART C

**OVERALL OCCUPATIONAL PREPARATION**

**Please indicate your level of satisfaction with the preparation of vocational employees within the areas listed below. Please remember that these statements are with specific reference to two health occupational areas: registered nurses and licensed practical nurses, only. Complete each (both) column(s) as applicable.**

| | LPN | | | | | RN | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 7. Verbal and written communication | A | B | C | D | E | A | B | C | D | E |
| 8. Knowledge of legal and ethical responsibilities | A | B | C | D | E | A | B | C | D | E |
| 9. Demonstration of employability skills | A | B | C | D | E | A | B | C | D | E |
| 10. Demonstration of a practice of self-growth | A | B | C | D | E | A | B | C | D | E |
| 11. Ability to communicate with supervisors | A | B | C | D | E | A | B | C | D | E |
| 12. Ability to work with fellow employees | A | B | C | D | E | A | B | C | D | E |
| 13. Knowledge of human anatomy and physiology | A | B | C | D | E | A | B | C | D | E |
| 14. Performance of aseptic techniques | A | B | C | D | E | A | B | C | D | E |
| 15. Principle infection control application | A | B | C | D | E | A | B | C | D | E |
| 16. Physical comfort and safety functions | A | B | C | D | E | A | B | C | D | E |
| 17. Performance of nursing procedures | A | B | C | D | E | A | B | C | D | E |
| 18. Performance of rehabilitative functions | A | B | C | D | E | A | B | C | D | E |
| 19. Principles of nutrition application | A | B | C | D | E | A | B | C | D | E |
| 20. Administration of medications | A | B | C | D | E | A | B | C | D | E |
| 21. Knowledge of sexually transmitted diseases | A | B | C | D | E | A | B | C | D | E |
| 22. Personal patient care | A | B | C | D | E | A | B | C | D | E |
| 23. Geriatric patient care | A | B | C | D | E | A | B | C | D | E |
| 24. Emergency care provision | A | B | C | D | E | A | B | C | D | E |
| 25. Provision of bio-psycho-social support | A | B | C | D | E | A | B | C | D | E |
| 26. Performance of home health care services | A | B | C | D | E | A | B | C | D | E |
| 27. Performance of supervised management functions | A | B | C | D | E | A | B | C | D | E |

28. Please specify any additional skills or areas of knowledge that you feel a vocational graduate you employ should have.

_____

_____

_____

_____

# APPENDIX E

## Overall Health Survey Satisfaction Levels

FY 1989-90
OVERALL NURSING SURVEY SATISFACTION LEVELS

OVERALL EDUCATION OPINIONS - 1.70

| | |
|---|---|
| Public Education | - 1.53 |
| Vocational Education | - 1.75 |
| Entry level preparation | - 1.77 |
| Work habits | - 1.74 |

OCCUPATIONAL PREPARATION AREAS

| | RN / LPN |
|---|---|
| a. COMMUNICATIVE OR INTERPERSONAL SKILLS | 1.87/1.78 |
| -VERBAL & WRITTEN COMMUNICATION | 1.87/1.69 |
| -KNOWLEDGE OF LEGAL/ETHICAL RESPONSIBILITIES | 1.83/1.66 |
| -DEMONSTRATION OF EMPLOYABILITY SKILLS | 1.91/1.86 |
| -DEMONSTRATION OF A PRACTICE OF SELF-GROWTH | 1.80/1.68 |
| -ABILITY TO COMMUNICATE W/ SUPERVISORS | 1.88/1.85 |
| -ABILITY TO WORK WITH FELLOW EMPLOYEES | 1.92/1.91 |
| b. PERFORMANCE AND KNOWLEDGE AREAS | 1.88/1.79 |
| -KNWLDG OF HUMAN ANATOMY & PHYSIOLOGY | 1.92/1.84 |
| -KNWLDG OF SEXUALLY TRANSMITTED DISEASES | 1.90/1.82 |
| -PERFORMANCE OF ASEPTIC TECHNIQUES | 1.90/1.80 |
| -PHYSICAL COMFORT AND SAFETY FUNCTIONS | 1.90/1.87 |
| -PRINCIPLE INFECTION CONTROL APPLICATION | 1.85/1.74 |
| -PERFORMANCE OF NURSING PROCEDURES | 1.89/1.84 |
| -PERFORMANCE OF REHABILITATIVE FUNCTIONS | 1.79/1.68 |
| -PRINCIPLES OF NUTRITION APPLICATION | 1.84/1.71 |
| -ADMINISTRATION OF MEDICATIONS | 1.91/1.82 |
| c. CARE FUNCTIONS | 1.84/1.76 |
| -PERSONAL PATIENT CARE | 1.92/1.91 |
| -GERIATRIC PATIENT CARE | 1.86/1.84 |
| -EMERGENCY CARE PROVISION | 1.82/1.69 |
| -PROVISION OF BIO-PSYCHO-SOCIAL SUPPORT | 1.82/1.69 |
| -PERFORMANCE OF HOME HEALTH CARE SERVICES | 1.83/1.76 |
| -PRFRMNCE OF SUPERVISED MANAGEMENT FUNCTIONS | 1.77/1.67 |

State of Florida
Department of Education
Betty Castor, Commissioner
Tallahassee, Florida
Affirmative action/equal opportunity employer